

PA Public Transportation Association 2015 Spring Conference



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2014-2015 PPTA Board of Directors

Executive Committee

Sheila J. Gombita, CCTM, Executive Director (Chair/Class 5 Director/2016) Washington Rides Washington County Transportation Authority

Robert J. Fiume, Executive Director (Treasurer/Member-At-Large/2015) County of Lackawanna Transit System (COLTS)

Joseph Casey, General Manager (Class 1 Director) SEPTA - Southeastern Pennsylvania Transportation Authority

Daniel J. DeBone, Senior Government Relations Officer (Class 2 Director) Port Authority of Allegheny County

Richard H. Farr, Executive Director (Class 3 Director/2015) rabbittransit-York County Transportation Authority

Timothy C. Geibel, Executive Director (Member-At-Large/2017) Crawford Area Transportation Authority (CATA)

Michael E. Imbrogno, Executive Director (Class 4 Director/2016) Area Transportation Authority of North Central Pennsylvania (ATA)

David W. Kilmer, Executive Director (Class 3 Director/2017) South Central Transit Authority John R. Kanyan, Executive Director (Vice-Chair/Class 4 Director/2017) IndiGO - Indiana County Transit Authority

John H. Paul, Executive Director (Class 4 Director/2015) Butler Transit Authority

Gerald W. Sheehan, Regional Sales Manager (Associate Director/2015) Gillig LLC

Mike Tann, General Manager (Class 3 Director/2016) Erie Metropolitan Transit Authority

David M. Trout, Executive Director (Class 5 Director/2017) Community Transit of Delaware County

Troy P. Whitesel, Marketing Manager (Associate Director/2016) Avail Technologies, Inc.

Eric Wolf, General Manager (Member-At-Large/2016) Altoona Metro Transit (AMTRAN)

Cynthia Ann Zerbe, USTA Administrator (Class 5 Director/2015) Union/Snyder Transportation Alliance (USTA)

SPRING CONFERENCE SPONSORS:

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TUESDAY NETWORKING BREAKFAST

BAE SYSTEMS Hydri**Drive**

TUESDAY AWARDS LUNCHEON



TUESDAY EXPO WELCOME RECEPTION





WEDNESDAY NETWORKING BREAKFAST





WEDNESDAY COFFEE BAR SOCIAL EXPO







WEDNESDAY EXPO NETWORKING LUNCH



*** American Seating

WEDNESDAY BIG NIGHT OUT

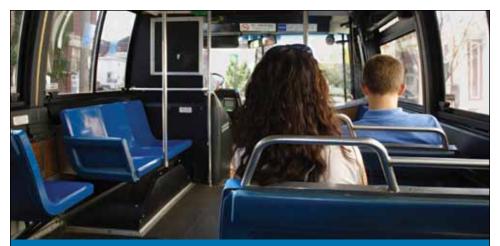


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2015 Professional Supervisor Program Graduates

Frank Alvarez **Mike Bismeyer** John J. Bowman Jr. Christopher Clark **Debbie Doran Emily Garner Stephanie Henry** Sean Howard Leigh Ann Kanish **Becky Kellogg** Tabatha McCormick Ken Morder Joe Parmenter lan Ramsev **Craig Russell Andrew Shultz** Leslie Thomas

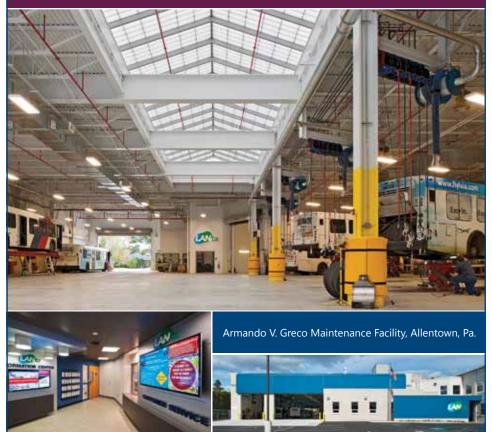
Erie Metropolitan Transit Authority Seon

Schuylkill Transportation System Williamsport Bureau of Transportation Schuylkill Transportation System Centre Area Transportation Authority York Adams Transportation Authority Centre Area Transportation Authority Crawford Area Transportation Authority Centre Area Transportation Authority Cambria County Transit Authority Centre Area Transportation Authority Centre Area Transportation Authority Washington Rides Blair Senior Services, Inc. Centre Area Transportation Authority Community Transit of Delaware County

2015 TransitSCORE Graduates

John J. Bowman Jr. Justin Davis Sam DeLeo Debbie Doran Stephanie Henry Cameron Mitchell Toni Moody Ken Morder Aaron Nadolsky Jacqueline Sheader Terry Smith Valerie Snyder Schuylkill Transportation System Luzerne County Transportation Authority County of Lackawanna Transit System Schuylkill Transportation System York Adams Transportation Authority Erie Metropolitan Transit Authority Erie Metropolitan Transit Authority Centre Area Transportation Authority Blair Senior Services, Inc Centre Area Transportation Authority Lebanon Transit Authority Lebanon Transit Authority

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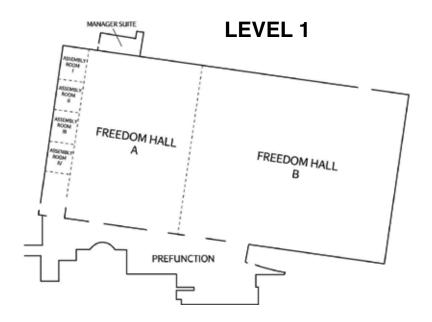


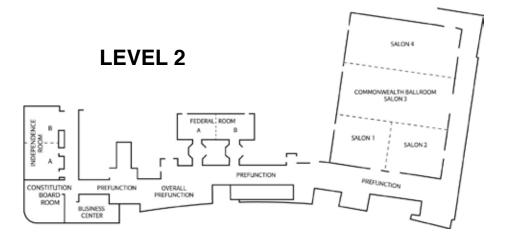
Exhibitors

Alan Tye & Associates **Alpine Systems** Altro Transflor American Cooling Technology Inc. American Seating Company Apollo Video Technology Avail Technologies Inc. **BAE Systems** Braun Corp. Bus Stuf Inc. CDM Smith Inc. **Clever Devices Cummins Power Systems** Easter Seals Project Action Ecolane **Enghouse Transportation** Freedman Seating Gannett Fleming Inc. Gillig LLC Grayson Thermal Systems Corporation GTS, Inc. **Hanover Displays** Hints Mounts InterMotive Vehicle Controls Kiddie Technologies Lift-U Luminator TwinVision

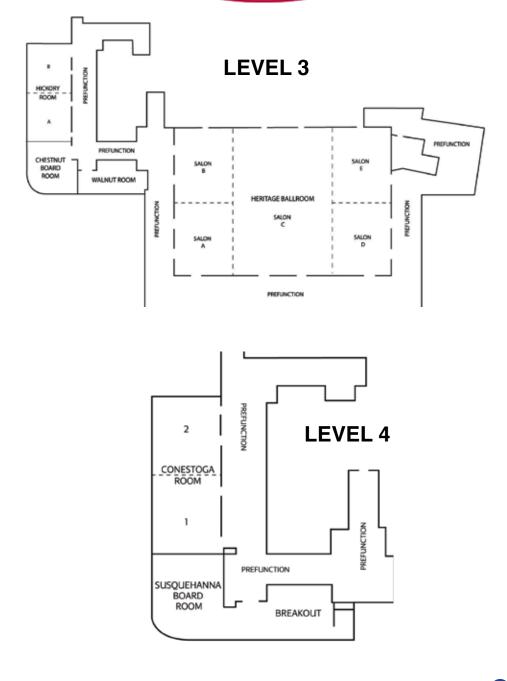
Michael Baker Jr. Inc. Mobile Climate Control Motor Coach Industries Nevison Group Inc. **New Flyer Industries** Penn Commercial Vehicle Pennsylvania Treasury Proterra. Inc. O'straint/Surelok **RCA Rubber Company** REI Reinsel Kuntz Lesher LLP Rohrer Enterprises Inc. RouteMatch Software Inc. Seon Shepard Brothers Inc. Strategic Mapping Inc. **Syncromatics** Transit Cooperative Research Program (TCRP) Transit Marketing Group **TransIT Solutions** Urban Solar Corp. USSC LLC/40NE LLC Voith Turbo Inc. Women In Transportation Zen-tinel, Inc











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BAE SYSTEMS

2015 PPTA Spring Conference Agenda





Grayson



7:00 AM - 5:00 PM Registration Lobby Freedom Hall	В
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- 7:00 AM 8:00 AM Continental Breakfast Commonwealth Ballroom Pre-function Area
- BAE SYSTEMS Hydri**Drive**

- 7:30 AM 9:45 AM Committee Meetings
 - 7:30 AM 8:30 AM Technology Commonwealth Salon 3

Maintenance Commonwealth Salon 1-2

Financial Officers Commonwealth Salon 4

8:45 AM - 9:45 AM Community Transportation Commonwealth Salon 1-2

Operations Commonwealth Salon 3

Marketing Commonwealth Salon 4

- 9:45 AM 11:15 AM Networking Break Commonwealth Ballroom Pre-function area
- 10:00 AM 12:15 PM Committee Meetings
 - 10:00 AM 11:00 AM Human Resources Commonwealth Salon 4

Ride Share Commonwealth Salon 1-2

- 11:15 AM 12:15 PM Governmental Affairs Commonwealth Salon 3
- 12:30 рм 2:15 рм Awards Luncheon Heritage Ballroom



- 2:30 PM 3:30 PM Concurrent Sessions
 - Improving the Passenger Experience (0/M/E) Independence

Presented by Natasha Manbeck, P.E., AICP, Project Manager at McMahon Associates, Inc. (Moderator/Facilitator) Mark Cassel, AICP, Senior Operations Planner at SEPTA Brendan Cotter, Director of Planning & Development at LANTA Joanne Haracz, AICP, Senior Project Manager at McMahon Associates, Inc. Learn innovative and cost effective strategies to improve the passenger experience for bus riders by reducing travel times, enhancing bus stops, and providing other passenger amenities. Presentations will highlight best practices and lessons learned from SEPTA's Bus Stop Design Guidelines, LANTA's Enhanced Bus project, and MBTA's Key Bus Routes project in Boston.

Five Critical Elements of Board Reports (E) Commonwealth Salon 3

Presented by Mark Zettlemoyer, CPA, CFE, Partner, Audit Services Group, Reinsel Kuntz Lesher LLP Gretchen G. Naso, MBA, CVA, Principal, Business Consulting Services Group, Reinsel Kuntz Lesher LLP

Are your Board Reports effective? Do they present adequate and necessary information to equip the Board to make sound business decisions? This session explores five key elements that should be addressed in every Board meeting.

Expanding Modal Options: What to Expect (0/E) Commonwealth Salon 1-2 Presented by Lisa Kay Schweyer, Program Developer, CommuteInfo Program, SPC Stacy Bartels, Commuter Services, DVRP Terri Quici, CATACOMMUTE Louise Spieglemyer, USTA Commute

The Ridesharing Committee invites you to learn more about what to expect when expanding modal options: resources already available, how to choose which services to offer, whether to start a program from scratch and effective ways to get the word out. The session includes tips from established commuting options programs, as well as ones still getting started.

PennDOT Highway Initiative Information Update (0/MT/E)

Commonwealth Salon 4

Presented by Daniel Farley, Manager, Traffic Signal and Operational Analysis, PennDOT Justin Brewer, P.E., Asset Management Coordinator, PennDOT

An update on PennDOT projects including Green Light Go, Bridge Bundling and more.

1:00 рм - 6:00 рм **Expo Set Up** (визез 1:00 рм, воотнз 2:30 рм) Freedom Hall В

3:30 PM - 4:45 PM Concurrent Sessions

Legal Update on Transit & Federal Issues (HR/E/0)

Commonwealth Salon 3

Presented by Jill Nagy, Partner, Summers Nagy Law Firm

Right-to-Know, catastrophic loss mistakes organizations make and medical issues from a litigation perspective are all the rage today. Find out more about protecting your authority from high verdicts and recovery from Day 1 of a claim. We will also discuss important legal updates that will protect your authority and its Board.

KEY- SESSIONS GEARED TOWARD THE FOLLOWING:

HR = Human Resources | M = Marketing | MT = Maintenance | E = Executive | O = Operations

15

An Overview of Customer Driven Service (HR/O/E)

Commonwealth Salon 1-2

Presented by Michael R. Noel, Senior Associate, RLS & Associates, Inc

All transit systems have a huge responsibility to ensure their entire team is providing quality customer driven service. This workshop will overview a comprehensive customer service training program specifically developed for the transit industry. The workshop will overview the big picture of customer service, how organizational culture is created and affects customer service, what customers want, need and expect from their service providers and why we struggle as individuals and organizations with customer service.

Crisis Management: What You Need To Know (HR/M/E)

Commonwealth Salon 4

Presented by Joe Downing, Ph.D., The Pennsylvania State University

The presentation uses examples from recent bus accidents to highlight why understanding social media is critical during a crisis. We will also discuss specific tactics to deal with local media following such events.

5:00 PM - 6:30 PM PPTA Board of Directors Meeting Federal Room

6:30 PM - 8:30 PM Opening Reception Dinner & Networking with Exhibitors Freedom Hall B





WEDNESDAY, APRIL 8TH • • • • • • • • • • • • • • •

- 7:00 AM 5:00 PM Registration Lobby Freedom Hall B
- 7:15 AM EXPO Opens Freedom Hall B
- 7:15 AM 8:15 AM Breakfast & Networking with exhibitors Freedom Hall B



- Ommercial Vehicle Solutions
- 8:00 AM 10:45 AM "Chat with Staff" PennDOT & DHS Lobby Freedom Hall B
- 8:15 AM 9:15 AM Concurrent Sessions

P3 CNG Update (0/E/MT/M) Commonwealth Salon 4

Presented by Bryan Kendro, Director, Public Private Partnerships Office, PennDOT

PennDOT will present on its goals and objectives for the CNG Fueling Stations P3 project for interested and participating transit agencies. It will include an update on the status of the procurement, including ongoing discussions with the short listed firms and will outline the timeline going forward and next steps.

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Contracts 101 (HR/E) Commonwealth Salon 3

Presented by Anthony Bowser, Thomas, Thomas & Hafer LLP

A presentation on best practices and strategies for negotiating and entering into contracts on behalf of agencies. The discussion will focus on tips to help you negotiate better terms and address common pitfalls to help you minimize risk when entering into agreements with vendors and outside business partners.

Electric Buses: Everything You Want to Know (O/MT) Commonwealth Salon 1-2 Presented by Kevin Dawson, Regional Sales Manager Ouellet Maxime, Chief Project Manager, Nova Bus Presenting eBus with Q & A technical questions.

9:30 AM - 10:30 AM General Session

FTA Policy & Regulatory Update Heritage Ballroom DE

Presented by **Theresa Garcia Crews**, Regional Administrator **Vida Morkunas**, Director, Office of Planning & Program Development **Anthony Tarone**, Director, Office of Program Management & Oversight **Jay Fox**, Regional Counsel

FTA will provide information and answer questions on a variety of issues. Don't forget to stop by the FTA Chat with Staff on Wednesday afternoon outside Freedom Hall B



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- > Project Management Oversight

WEDNESDAY, APRIL 8TH (CONTINUED) • • • • • • • • •

10:30 AM - 12:00 AM Stand Up for Transportation Press Conference (Coffee Bar Social) Freedom Hall B







- 12:00 PM 2:00 PM FTA "Chat with Staff" outside EXPO Hall Lobby Freedom Hall B
- 12:30 PM 1:45 PM EXPO Lunch, Networking with Exhibitors & Door Prizes



- 2:00 PM EXPO Teardown
- 2:00 PM 3:00 PM General Session

National Association Update with APTA & CTAA

Heritage Ballroom DE

Presented by Brian M. Tynan, Director - Government Relations, APTA Charles Dickson, Associate Director, CTAA

Representatives from our National Associations will provide an update on several issues including legislative, initiatives on the national level and answer questions.

3:15 PM - 4:15 PM Concurrent Sessions

Upcoming Changes to Wheelchair Securement Safety Regulations (HR/O/E) Commonwealth Salon 3

Presented by Darren Reaume, Northeast Regional Manager, Q'Straint / Sure-Lok

Rehabilitation Engineering and Assistive Technology Society of North America (RESNA) has made significant revisions to long standing industry wheelchair safety standards, which will take effect in December 2015. These updated regulations provide additional precautions based on today's transportation environments to further ensure passenger safety, and will have significant implications for transportation providers. Q'Straint / Sure-Lok will provide an overview of the changes to these standards and discuss their effect on wheelchair tie down manufactures, transportation providers, and other key stakeholders.

Developing Dynamic Career Ladders for Public Transportation's Frontline Workforce (HR/E) Commonwealth Salon 1-2

Presented by **Pam Boswell**, Vice President-Workforce Development and Educational Services, APTA **Louwana Oliva**, General Manager, Centre Area Transportation Authority

The public transportation industry is about people. Attracting, developing and sustaining the talents, skills and leadership abilities at all levels of our national workforce is a top priority for the American Public Transportation Association (APTA). This session focuses on APTA's partnerships to develop the "Transit Virtual Career Network (TVCN)" - a career exploration and training tool to help job seekers prepare for front-line positions.

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Upcoming Ecolane Implementations and Software

Enhancements (0/E) Commonwealth Salon 4

Presented as a joint session lead by PennDOT and Ecolane

This Ecolane session will focus on group discussions to include:

- Implementation schedule and agency preparation
- Project Management
- New software version upgrade; 4.2.2
- Feature enhancement requests submitted during PennDOT implementation
- Attendee participation: Summarize and prioritize future enhancements for Ecolane DRT, PennDOT, and Steering Committee, to guide 2015 development
- Process for submitting new enhancement requests and review UI changes

4:30 PM -5:30 PM Concurrent Sessions

Collective Bargaining Bonanza (HR/E) Commonwealth Salon 1-2

Presented by Anthony Bowser, Thomas, Thomas & Hafer LLP

Soup-to-nuts overview of collective bargaining, from the certification process to negotiations to impasse procedures. The discussion will highlight recent trends and cases impacting your negotiations

Understanding Marketing Matrixes (M/E) Independence

Presented by Elizabeth Bradford, Director of Marketing & Advertising, SEPTA

Exploring tools to help marketers generate ideas for engaging content for their audience(s) with the goal of attracting and retaining new customers. Discuss the different strategies a company can use in order to increase ridership or introduce a new service and ways to measure outcomes.

Bed Bug Eradication at Your Transit System (MT/O/E)

Commonwealth Salon 4

Presented by Michael DeVaney, COO, York Adams Transportation Authority

This is a session to discuss a glaring issue that can have a profound effect on ridership. Learn what to do in the event that you receive these uninvited "riders" and what you can do to help prevent them from returning.

The ADA and Transportation: An Open Q&A Session (0/HR/E)

Commonwealth Salon 3

Presented by Kristie McLaughlin, Easter Seals Project Action

Twenty-five years after the passage of the ADA, most professionals in the field of transportation have some level of understanding of regulations and are looking for answers to questions pertaining to their specific situations. Join us for a brief introduction to the ADA and how it relates to transportation, followed by an open Q&A with the audience. We will have some of our most-asked questions ready to get discussion going.

Learners will:

- Gain a greater understanding of the ADA
- Get answers to their ADA questions
- Get an ADA refresher by listening to questions from others

5:30 PM

Depart for Evening Networking Event (6:00-8:00 PM) Federal Tap House (201 N Queen St, Lancaster, PA 17603)

NOVABUS

MUST HAVE EVENT TICKET AND DRINK TICKETS TO ENTER. FACILITY IS CLOSED TO THE PUBLIC

Thursday, April 9th • • • • • • • • • • • • • • • • •

8:00 ам - 9:00 ам

Membership Breakfast Commonwealth Salon 1-2



9:15 AM - 10:00 AM PennDOT Update Commonwealth Salon 3-4

Staff will update attendees on various items, projects and answer questions.

10:00 AM - 12:00 PM Improving the Health Care-Transportation Connection— Mission Possible... Mission Critical

Commonwealth Salon 3-4

Presented by a select group of panelists Lyn Robertson, UPMC Cancer Centers Bette Grey, Columbia County Volunteers in Medicine Jim Mathiesen, American Cancer Society Kristi McLaughlin, Easter Seals Project Action Danielle Nelson, FTA/Rides to Wellness Program Charles Dickson, Associate Director, CTAA Richard Farr, Executive Director, York Adams Transportation Authority

Moderated by **Keith Chase,** Senior Consultant, Gannett Fleming Inc. Facilitated by **Cliff Deardorff,** PSE Change Manager, PA Dept of Health

U.S. health care spending grew 3.6 percent in 2013, reaching \$2.9 trillion or \$9,255 per person and represents over 17% of the U.S. GDP. Access to healthcare is a major challenge. It is also an opportunity for innovative new approaches--particularly by leveraging new partnerships and technology. This session will address those challenges and opportunities along with audience engagement and idea sharing. The expert panel includes transit providers and those involved in this access issue from the public health perspective. This session will be a learning and contribution opportunity for all conference participants to be actively engaged in developing potential solutions.

Special thanks to our give-a-ways sponsor



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2015 SUPERSTARS OF TRANSIT

Outstanding Board Member CamTran Construction Committee Cambria County Transit Authority

Outstanding Associate Member

William Davis Michael Baker Jr., Inc.

System Achievement

New Facility Project Cambria County Transit Authority

Distinguished Service Award Reserve-a-Ride/Shared Ride Service Cambria County Transit Authority

Outstanding Manager

Alison Lambdin Washington Rides

Hall of Fame

Karen Hoesch Access Transportation Systems

Rising Star Jennifer Gojmerac Cambria County Transit Authority

Outstanding Front Line Staff

Fred Pinkas Cambria County Transit Authority

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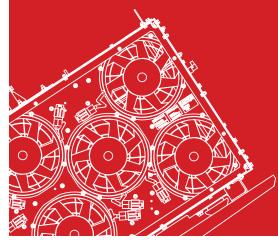
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CONFERENCE EVALUATION

PLEASE ANSWER THE FOLLOWING : I attended the PPTA 2015 Conference & Expo as a(n)?
□ Member □ Non-Member □ Speaker
□ Transit Agency □ Exhibitor/Associate □ Affiliate
How many PPTA Educational Conferences have you attended (Spring, Summer, Winter or other)? \Box This was my first \Box 2-3 \Box 4-5 \Box More than 5
How did you hear about the Conference? Newsletter Ueb Site E-Mail Staff
ON A SCALE FROM 1 TO 5, (5 being the best) PLEASE RATE THE FOLLOWING SESSIONS
LOW HIGH
Committee Meetings
Improving the Passenger Experience
Understanding Financial Audits
Expanding Modal Options: What to Expect
PennDOT Highway Initiative Information Update
Legal Update on Transit & Federal Issues
PennDOT "Chat with Staff"
An Overview of Customer Driven Service
Crisis Communication: What You Need To Know
P3 CNG Update
Contracts 101
Electric Buses: Everything You Want to Know
FTA Policy & Regulatory Update
National Association Update with APTA & CTAA
Upcoming Changes to Wheelchair Securement Safety Regulations 1 2 3 4 5
Upcoming Ecolane Implementations and Software Enhancements 1 2 3 4 5
Collective Bargaining Bonanza
Bed Bug Eradication at Your Transit System
The ADA and Transportation: An Open Q&A Session
Improving the Health Care-Transportation Connection—
Mission Possible Mission Critical
PLEASE RATE THE FOLLOWING NETWORKING EVENTS
Opening Reception
Wednesday Breakfast
Wednesday Lunch
Networking Evening Event
Membership Breakfast

CONFERENCE EVALUATION

ON A SCALE FROM 1 TO 5, (5 being the best) PLEASE CIRCLE THE FOLLOWING:

OVERALL EVALUATION	LOW HIGH
Time of year	12345
Conference format	12345
Promotional materials	1 2 3 4 5
Your experience with the hotel	1 2 3 4 5
On-site registration assistance	1 2 3 4 5
Value received for registration fee	1 2 3 4 5
Overall quality of events	1 2 3 4 5
Overall organization of events	1 2 3 4 5
Seminar program content	1 2 3 4 5
Content was geared toward my level of experience	1 2 3 4 5
Overall speaker expertise	1 2 3 4 5
Overall quality of presentations	1 2 3 4 5
Meeting room management	1 2 3 4 5
Seminar content matched literature	1 2 3 4 5
Variety of exhibitors	12345
Amount of time with exhibitors	1 2 3 4 5

Would you be interested in attending the 2016 Spring Conference? $\hfill Yes \hfill No \hfill Maybe \hfill Maybe$

Suggestions for future Topics or Speakers:

Additional suggestions/comments:

Your Name/Company_

Thank You For Completing this Form!



Pennsylvania Public Transportation Association 600 North Third Street, Fourth Floor Harrisburg, PA 17101 email: Lgoodley@ppta.net





Spring Conference Planning Committee

The Chairs of the PPTA Committees worked diligently to bring you speakers and topics that create awareness, provide guidance and professional growth to all. Thank you to those who have served on this committee.

Chair, Theresa Giurintano, Lebanon Transit Authority

Human Resources Committee Louwana Olivia, Centre Area Transportation Authority (Chair)

Governmental Affairs Committee Richard Farr, York Adams Transportation Authority (Co-Chair) Owen O'Neil, LANTA (Co-Chair)

Marketing & Communications Committee Ashley Altemare, Mid Mon Valley Transit (Chair)

Spring Conference Planning Committee Teri Giurintano, Lebanon Transit Authority(Chair)

Financial Officers Committee Joan Davidge, Monroe County Transportation Authority (Chair)

Maintenance Committee Randy Flyte, LANta (Chair)

Operations Committee Carl Pysher, Lebanon Transit Authority (Chair)

PennTRAIN Advisory Committee Timothy Geibel, Crawford Area Transportation Authority (Chair)

Community Transportation Committee Sherry Welsh, York Adams Transportation Authority (Chair)

Technology Advancement Committee Richard Farr, York Adams Transportation Authority (Chair)

Ride Share Committee Peggy Howarth, Monroe County Transit Authority (Co-Chair) Lisa Kay Schweyer, Southwestern PA Commission (Co-Chair)



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